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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2437

Nov. 17, 1989



SECRETARY OF AGRICULTURE CLAYTON YEUTTER holds a news conference with farm broadcasters during the National Association of Farm Broadcasters annual convention Nov. 9 in Kansas City, Mo. Yeutter later spoke at the convention's opening banquet. While he was in Kansas City, Yeutter also spoke at the FFA convention. All this before he left for a European trip, which included stops in Rome to address the United Nations' Food & Agriculture Organization and travel to other countries to discuss trade issues with agricultural leaders. (Photo by Jim Rollo.)

PRESIDENT BUSH named Sec. Yeutter as one of three Cabinet members who will head a team going to Poland Nov. 29 through Dec. 2. The team, with Yeutter as the senior member, will size up Poland's economic needs and suggest ways to help Poland invigorate its economic recovery. Contact: Kelly Shipp (202) 447-4623.

OUTLOOK '90 UPDATE -- Don't forget USDA's 66th Annual Agricultural Outlook Conference, Nov. 28-30 in Washington, D.C. The opening session, which includes speeches by Sec. Yeutter and U.S. Trade Representative Carla Hills, will be transmitted live on satellite from noon to 5 p.m., EST. Satellite: Telstar 310, transponder 11-vertical, channel 21, downlink frequency 4120 mhz. Contact: Ray Bridge (202) 447-5447.

OUR BRENDA CURTIS accepted Hugh Robinson's invitation to be a guest on his agriculture show at KKOW (Pittsburgh, Kan.), prior to the NAFB convention. Curtis did five shows with Hugh Nov. 7 & 8.



HUGH PUT BRENDA'S NAME in lights at KKOW. The sign was located next to the station's studio and a major highway, leaving no doubt as to who was in town. Brenda was mooooooooooved.

GEORGE NEOCLEOUS, head of the agricultural extension section for the Department of Ag in Nicosia, Cyprus, visited USDA's Vic Powell and Brenda Curtis Nov. 6. Neocleous is on a three-week tour of the U.S. to learn how USDA gets its information to ag producers. His next stop was Kansas City for the FFA convention.



FROM OUR RADIO SERVICE

AGRICULTURE USA #1693 -- "Views of a Soviet Insider" is an exclusive for USDA Radio. Gary Crawford interviews an ag economist from the Soviet Union, who talks about the incredible changes taking place in the Soviet Union and other Eastern European countries. He has some strong criticism of how things are going in his country. (Weekly reel -- 13-1/2 min. documentary.)

CONSUMER TIME #1175 -- The supermarket plan; vegetables as media stars; making newsprint out of kenaf; is a sale price the best price; a milk convenience food? (Weekly reel of 2-1/2 - 3 min. consumer features.)

AGRITAPE #1682 -- USDA news highlights; Mexican livestock import restrictions; the "perfect" wheat variety; new grasshopper control; advice for dairy farmers. (Weekly reel of news features.)

NEWS FEATURE FIVE #1246 -- Pheromones and fire ant control; hybrid fire ants; green plant odors; cheaper insect lures; pheromone inhibitors. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Monday, Nov. 27, cotton & wool outlook, world sugar outlook, red meat production; Tues., Nov. 28, Wed., Nov. 29 and Thurs., Nov. 30, USDA Radio will provide full coverage of the 66th Annual Agricultural Outlook Conference featuring Sec. Yeutter and U.S. Trade Representative Carla Hills.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.
Material changed at 5 p.m. EST each working day.

FROM OUR TELEVISION NEWS SERVICE

USDA TV NEWS SERVICE -- (Nov. 16, 18 & 20)

FEATURES -- Vic Powell has a series of turkey reports: 1) USDA's Meat and Poultry Hotline helps callers prepare their bird safely; 2) Shopping for the holiday turkey; 3) Cooking the bird; and 4) turkey leftovers; Gary Beaumont reports on Univ. of Ill. technology helping a rural Ohio town; Lisa Telder has the story on an experiment on the effect of light on milk production; Joe Courson reports on a silver plague hitting the squash crop.

ACTUALITIES -- USDA Meteorologist Norton Strommen with the weather update; USDA Economist Leland Southard on livestock & poultry; World Board Chairman James Donald on world ag supply & demand.

UPCOMING FEATURES -- Veterinarian shortage; new soybean varieties from the Univ. of Ill.; tractor of the future; TV livestock auction; cotton classing.

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY 7:30-7:45 p.m., EST, Transponder 12D
SATURDAY 10:30-11:15 a.m., EST, Transponder 10D
MONDAY 8:30-9:15 a.m., EST, Transponder 12D
(Repeat of Saturday transmission)

OFFMIKE

CORN...yields were amazingly varied, says Rich Balvanz (WMT, Cedar Rapids, Iowa). Spotty rains caused 50 bushel an acre differences in fields one mile apart. Present conditions are mostly dry, top soil is two-thirds moisture deficient. Big stories will be developing in the region in coming weeks as commodity and agricultural leaders gather at conferences. The station's farm department will cover events.

TOBACCO...sales are underway with good demand and prices above support levels, says Jeff Nalley (WOMI/WBKR, Owensboro, Ky.). Increases in exports are keeping demand strong. Jeff attended the NAFB annual convention in Kansas City and says he came away with two major thoughts: the organization is moving in a positive direction with leadership and programs; and farm broadcasters need to be prepared to communicate even more effectively about environmental issues to offset the environmental lobby's influence on the 1990 farm bill.

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Radio-TV Division
U.S. Department of Agriculture
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COUNTY...extension agents and a bank sponsored a four-hour seminar for producers, which Jane Aumann (WDZ/WDZQ, Decatur, Ill.) covered. Several concurrent sessions were held on pesticide safety, tax planning, machinery maintenance and other subjects that provided diversity and attracted a large attendance. Jane replaces Clare Morganthaler who has joined the corporate relations staff of ADM in Decatur.

WINDCHILL...was 10 below zero, the first breath of winter, when I talked with Michael Murphy (KSUM/KFMC, Fairmont, Minn.). Says he is covering coming clinics conducted by the University of Minnesota on swine health and 1990 farm bill.

THANKS...to all farm broadcasters visiting the USDA booth at NAFB's "Trade Talk," and for the friendliness and splendid hospitality shown to the entire USDA crew. Much appreciated.

VIC POWELL
Chief, Radio & TV Division